

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BIM1014 – INFORMATION SYSTEMS AND MULTIMEDIA  
(All sections / Groups)

2<sup>nd</sup> JUNE 2016  
2.30 p.m. - 4.30 p.m.  
(2 Hours )

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of THREE (3) printed pages including cover page.
2. Answer ALL questions in the answer booklet provided to you.
3. Marks are shown at the end of each question.

**ESSAY QUESTIONS (100 Marks)**

There are FIVE (5) questions in this section. Answer ALL questions.

**Question 1**

- a. The CEO of Valley State Bank would like to invest in information systems in order to provide their customers with very efficient service and gain competitive advantage. Describe how information systems can provide them with a competitive advantage. Provide FIVE (5) supporting points with relevant examples. (10 marks)
- b. Describe any FIVE (5) advantages of database management system to banking industry. (10 marks)

**(Total: 20 marks)**

**Question 2**

You are assigned by your IT project leader to conduct a Tech Talk session on new technologies as an initiative to help your colleagues understand information technology. You have selected the following FIVE (5) new technologies that interest you. Define and describe them to your colleagues by specifying their use to organizations and/or individuals.

- a. Google Glass
- b. Big Data
- c. Google Cardboard
- d. Wearable Devices
- e. 3D Printing

**(Total: 20 marks)**

**Question 3**

- a. The following is a case where an organization googles their candidates before calling them for interview. Based on the scenario below, should McBIG hire Samanta despite her online history? Explain your answer with TWO (2) valid reasons.

*"McBIG's CEO has found a promising candidate, Samanta, to open the company's store in Beijing, China. Samanta is one of the most suitable candidate as she is creative, opinionated, a risk taker and has in-depth knowledge on China's market and culture. However, it was their practice to scan the first 11 pages of Google results, and on page nine they glimpsed something that might cause concern. A story in the October 2000 issue of the Eastern Review identified Samanta, fresh out of California, as the leader of a protest group that had helped launch campaigns against the World Trade Organization."*

(8 marks)

- b. Differentiate between the Internet, Intranet and Extranet in terms of its focus, type of information, users and who are allowed to access them. (12 marks)

**(Total: 20 marks)**

#### **Question 4**

- a. Walmart, was ranked as 1<sup>st</sup> in the Fortune 500 companies in year 2015. The company has nearly 4000 stores in the U.S. Discuss any TWO (2) security measures can it take to prevent damage to its Web site and operations. Support your answer with diagrams. (10 marks)
- b. Enterprise Resource Planning (ERP) system is a cross-functional system that supports all business processes in an organization. Describe FIVE (5) benefits of an ERP system. (10 marks)

**(Total: 20 marks)**

#### **Question 5**

- a. You are a team leader to develop a multimedia promotion video to promote Google's self-driving car. Describe what you need for a multimedia project. (10 marks)
- b. What is Adobe Director? Outline FIVE (5) steps to create a 1-minute movie using Adobe Director version 11.5 to promote Multimedia University. (10 marks)

**(Total: 20 marks)**

**End of Page**

